

**Nonprofit 911 – April 1, 2008**  
Causes on Facebook: Everything You Need to Know About  
Using Facebook as a Nonprofit Marketing Tool  
with Randall Winston  
Sponsored by Network for Good

The MP3 audio transcript can be found at  
[www.fundraising123.org](http://www.fundraising123.org) or [www.nonprofit911.org](http://www.nonprofit911.org)

**Katya Andresen:** Hello everyone! Welcome to the April 1 Nonprofit 911 call. Today, I am very excited that we have with us Randall from Causes on Facebook. I'm going to introduce him in a moment. But first, I wanted to introduce myself and tell you a little bit about Network for Good really quickly. If you're not familiar with us, I'm Katya Andresen and I'm our VP of Marketing here.

If you're on the phone, I suspect you're a nonprofit and we're a nonprofit just like you. What we do is we help other nonprofits raise money online and do outreach online. And so, today's call is very much in character for us as something we do for nonprofits. We're going to be looking at how you can use social media, namely Facebook, to get your message out online.

So, we do some other things in addition to these Nonprofit 911 calls. We have services that help you raise money on your website and through email and help you track the relationship with donors. This isn't a sales call, but I'm very enthusiastic about all those things. I think they can do a lot for you.

If you're interested in checking them out, you can go to <http://networkforgood.org/npo>, which stands for "nonprofit organization" and you can get a sense of all the things that we do for you. We also invite you to check out [www.fundraising123.org](http://www.fundraising123.org), which is our free Learning Center. I'll be referring to that quite a bit during the call because that's where you can sign up for future training calls and where you're going to be able to find the transcripts and notes for this call.

And I also want to invite you, if you do get interested in any of the services, feel free to take a look at them with our 60 day free trial. You can try, for no risk, to see how they work and see if they work for your organization.

OK, so enough about Network for Good. I know you're all on the phone eager about Facebook. In fact, we've had 500 people register for this call today which is fantastic. Our title today is "Everything You Need to Know about Using Facebook as a Nonprofit Marketing Tool."

The call is being recorded today. That's why you're going to be able to get audio of it later. In addition to having Randall speak and share that recording, we want to give you an opportunity to have a conversation with Randall. So, to do that, if you want to ask him any questions, all you need to do is send us an email to [fundraising123@networkforgood.org](mailto:fundraising123@networkforgood.org). If you have questions already in your mind that

you want him to cover, go ahead and shoot this to us. Or, if while he's speaking, you have questions, feel free to send them at any time and he's going to be answering those toward the end of the call.

He's also going to be referring to some notes and slides. They're posted at [www.nonprofit911.org](http://www.nonprofit911.org). You should've gotten an email with that information, but if you didn't, just go online right now to [www.nonprofit911.org](http://www.nonprofit911.org).

Now, if you're not in front of a computer, don't worry. You could follow this presentation without having to look at slides and you can certainly go to our website afterwards to review them. Again, if you have any questions before we kick off or as we go along, do email us at [fundraising123@networkforgood.org](mailto:fundraising123@networkforgood.org).

So, at this point, I'm going to turn things over to Randall Winston. He is Director of Nonprofit Relations for Causes, which is part of Project Agape. He earned a BA in Government from Harvard. I'll tell you a couple of interesting facts about his days at Harvard. One of the reasons Randall knows so much about Facebook and is so good at figuring out how to use social media is he's been doing it for awhile.

While he was at Harvard, he was there with a couple of friends. You may have heard of Mark Zuckerberg, who actually founded Facebook. Joe Green, who Randall worked with to get Causes off the ground. They've had a long standing interest not only in social media but causes. He worked at the Institute of Politics with Joe Green, which was very focused on getting people engaged in politics. So, he comes by his devotion to this topic very honestly and he sure knows a lot about it so we're very delighted to have him here.

Before joining Causes, he spent two years in Beijing working for an urban development and architecture firm. He also co-founded an investment advisory firm and worked as a consultant with Goldman Sachs.

So, with that introduction, Randall, thank you so much for joining us. Thank you for volunteering your time today and I want to pass the microphone over to you.

**Randall Winston:** Thank you Katya for organizing the call. I'm certainly glad to be here to explain a bit about Facebook and using Causes. And really how simple it is, how anyone with a little passion, a little initiative and a little time can start a cause and recruit members and raise money for your organization.

Causes is pretty young. So, we launched Causes on Facebook on May 25, which is actually my birthday. So, less than a year ago, much less than a year ago. We have almost 12 million members now using Causes and is growing pretty rapidly and there are 65 million or so people on Facebook, so a pretty good fraction of those total members.

But what is Causes? It's pretty straightforward. Anyone, like I said, can start a cause, anyone who's a Facebook member. And starting a cause just involves describing that cause, what your positions and goals are and then tapping your friend or inviting your friend on Facebook to join that cause and then raise money for the nonprofits that you

have chosen to benefit.

I'm going to walk through three different steps today about Causes and about Facebook just to give you sort of a complete overview of what they are and how you can get involved. First, will be setting up your Official Nonprofit Profile, which acts as your official presence on Facebook. Second, start your cause on Facebook, which are two different things. And starting your cause on Facebook will involve also joining Facebook in the first place and what is it in Facebook. And then finally, I'll talk about growing your cause on Facebook and some tips and tactics that you can follow to jump right in.

So, first, setting up your Nonprofit Profile. Let me just sort of dispel what I think may not seem clear at first when you hear about Causes. There are two different components of Causes. One is the causes themselves on Facebook which any user can start. So, you don't have to work for a nonprofit, you can be anyone. The second component is for nonprofit employees such as yourself and it is this thing called an "Official Nonprofit Profile." It is sort of the page through which you manage all of your causes on Facebook.

So, what I'm describing is sort of a many to one relationship. You have this page where you can manage as many causes as you want on Facebook. So, if you're an organization who has maybe three different projects in your community and you want to start a cause for each of those projects, then you can do so and manage each of those causes through your profile page. Hopefully, this will be a little bit clearer as I start to explain how you can set these all up.

So, setting up your Official Nonprofit Profile page, you go to [www.causes.com/partners/new](http://www.causes.com/partners/new) and you'll be taken to a single page that says "Nonprofit Partner Application." You can fill that out by filling in your PIN, your pass ID, your name, your website and your own contact information for your organization as well as uploading your logo.

Then, after 24 to 48 hours, your application will be approved by our Outreach and Nonprofit team and then you will receive an email which will allow you to log in to your Nonprofit Profile. Now, your official profile will appear in our database on Facebook of every nonprofit. You'll have an official seal that says "this is sort of your officially recognized nonprofit" and Facebook will see you as a legitimate US registered 501(c)(3).

What does your nonprofit profile include, and why is it so important? First of all it includes a nonprofit score card. That's the name that we have given it. On that, it has metrics for the total number of causes for your organization, the total supporters across every cause, the total donations that you have received and total donors. Also through this official nonprofit partner profile you can update your basic information. So, this is the basic profile of what your organization does.

Your mission, your history, really however much or little information you want to include. And you can edit this information at any time. You can also select official and featured causes to display on your profile. Now I'm going to be discussing, a little bit later on, how to start a cause. Like I was saying earlier, there can be however many

causes you want to start or however little causes. So maybe you only have one official cause and you want to put that on your nonprofit profile page.

Third, you can access donor information, which is a pretty neat and we think useful feature. All of this is for free, by the way. Donor information includes mailing address, the donation amount, as well as the date that that individual donated to your organization. You can download this information via .ESE file, which is similar to an Excel spreadsheet, which has again all those pieces of information. You can also view it online once you access this nonprofit partner page.

So that's the first step, getting set up with an official nonprofit profile. This takes literally about one or two minutes. A very simple thing to do where you're just filling in the basic information and submitting it and you have access again to this official profile. So you're all set up on that front and now you are all ready to get into starting to fundraise and entering Facebook environments.

Let me spend a couple of minutes talking about Facebook, which you probably have heard of. A lot of young folks now are using it, but actually more than just young people. It has about 65 million members, as I said earlier. It was started in Harvard back in 2004, right before I graduated, and started as a college network. It grew via college networks. That word network is very important. People, when they join Facebook, their first friends are people from their network.

When I joined, all of my friends were people at Harvard—just classmates of mine who I'd see on campus and I know. To join Facebook, I had to use my real Harvard email address and my real name. That sounds pretty simple, but it's an important element to keep in mind because people on Facebook are real. They are representing themselves in a real way. You can't use a fake name or a fake email address to fake who you are. People have treated Facebook as a real social environment to do very simple things. To send a message to someone, to invite an entire group of friends to a party or some sort of function.

Really, at the end of the day, it is just a simple social tool to distribute information more efficiently. I think you should see Facebook this way because it's not something that is particularly complicated or hard to grasp, but just a tool that you can use to supplement your efforts that are already happening right now on the ground.

So how do I sign up for Facebook? [www.facebook.com](http://www.facebook.com) is the place that you would go first. You'll see there a page that describes how to sign up for Facebook, and the three pieces of information that you would need to give right away are your name, your email address, and your birthday.

Now Facebook asks for your birth date to validate your age, and then after that they'll ask you to fill out more personal information. I know that a lot of people initially are maybe hesitant about giving some of this personal information out, but one of the great things about Facebook is it has privacy settings that allow you to not display any of the information that you choose to or don't choose to. So don't feel hesitant about giving

them information on your birthday.

You can choose to include or not include any other information because all of it at the end of the day you cannot display on your profile. The benefits of creating a profile and using Causes as will be explained far outweigh not becoming a part; not taking advantage of what really is a great tool. So you've signed up for Facebook. You've created a personal profile with your picture. But you don't have any friends. Maybe your network is just your city or something small.

You feel that "How in the world and I going to start to grow my Cause and start Causes?" Let me just first start by first explaining how you would get the Causes application and set things up before I dive into how you grow your network and your Causes. So getting the Causes application; when you sign into Facebook, on the far left side of that screen there is a link that says "Applications." You click on this link and you'll then see a page that tells you a little about Facebook's applications; what they are, and how to use them.

Click on a button that says "Browse Applications." Once you do that, there will be a search field similar to ones that you have seen on Google or Yahoo, whichever search engine you use. You type in "Causes", search for Causes, and the Causes application; the icon is a globe with two pixelated people standing in front of it. Click on that and you will see a button to add this application to your profile, which you would then choose to do. Once you've added it to your profile you're all set.

You have the Causes application; you have your personal profile all set up. Then, you would go to the far left hand side once again, where I described earlier that link to "Applications" was. Under that "Applications" link, you would now see the Causes icon and the Causes application. Click on that Causes icon and then the Causes home page will pop up, which is again now part of your personal profile. This page acts as the seat of all of your Causes that you might have or might want to start.

To start one Cause you would click on the "Start a Cause" button. Again, it's very clearly displayed once you've downloaded the Causes application. Starting your Cause is the simplest part of this process. It is undeniably so simple, it's one of the reasons we've been able to grow so fast. It literally is a two-step process to recruiting members and raising money in reference for an organization. So once you click on the "Start a Cause" button, which is near the right-hand top of the screen of your Causes home page, you would be taken to another page that says "Starting a Cause."

You will see listed on this page fields for a Cause name, your mission, your position, a button for uploading a photo for your Cause and basic information about your Cause.

Let me pause here for a second and remark on something that may sound a little bit confusing. So, earlier on in this presentation, I was talking about your official nonprofit profile. And then that official nonprofit profile I talk about basic information for your organization's profile that you needed to upload to be your official presence on Facebook.

Now, here I am talking about a Cause, where you can upload your Cause name, your

mission, your position, and again, a photo. You might say to yourself, "Well, these sound like the same thing." Actually they are not.

This is what we're trying to do with Causes that we think is so innovative. Anyone can do this second process of starting a Cause where it can be really about any issue. So, it's not meant to be the name of your organization when you are starting a Cause or meant to be a basic organization profile.

A Cause should be seen as a specific campaign or initiative or drive that you want to sort of use to tap into Facebook's network of people in order to raise money and to recruit members. So a Cause is the active tool for recruiting member and raising money. The profile is the basic profile, to repeat it again, that every Facebook user can see when they want to start a Cause.

But getting back to this process of starting a Cause. You understand that it's a specific issue that you are going to focus on. The Cause that I am going into depth at a later point is, were started by students and it's called "Tibetan Freedom Movement" and that benefits the Students for a Free Tibet. So let's say that I was a young person, or anyone, who wanted this Cause, Tibetan Freedom Movement. That is the name of the Cause.

I say my mission. I list my positions in Gold. I upload a photo that is indicative of my campaign and what I sort of want the world at large to view when they first see this Cause. Then I hit continue. And this is on one page, again, for starting a Cause.

The next step is selecting a beneficiary. So, we're also partners with Guidestar Partners for good, who acts as our database of providing our database of registered 501(c)(3)s and you can search that database to locate your official nonprofit profile or your official nonprofit.

So, here is where the two come together. By two, I mean, the Causes that are started for you and then your official nonprofit profile page. Users search or browse our database of nonprofits and they choose one nonprofit if they want to act as the beneficiary. So, in this case, as I mentioned earlier, with my Tibetan Freedom Movement Cause, I would want to choose any beneficiary that perhaps is working on issues involving Tibet and aid or relief, or political issues associated with Tibet and in the Cause that we will look at later, it show Students for a Free Tibet, a 501(c)(3) based in New York.

And in your gut, the Cause is created and the Cause fits in a few ways, primarily on your personal profile. So you'll see now if you were to go to your personal profile on Facebook, a little bar that says the name of your Cause. It explains the photo prominently that you have chosen for your Cause. Then it has two metrics that show your activity. That's based upon two elements: the number of people recruited and the amount of money that you have donated. Also listed in these pieces of information are members who are a part of your Cause and the money that has been donated to your Cause, often on a Cause-wide basis.

That's sort of simple, one, two, three part stats, you could say of creating a nonprofit profile and starting a Cause, but I want to sort of dig a bit more in the Cause itself.

**Katya:** OK, could we take a quick pause, Randall? We have loads of questions pertaining to everything you just said. So to me it makes sense, if you don't mind, to mix it up a bit, pause and ask a bunch of questions about understanding differences between personal pages, nonprofit pages, Causes pages, or Causes. So let me read you some of the questions.

So, what Delane wants to know, she says, "I know that profiles are free. Are there charges for Causes? If so, are there deals, like the more Causes the less the charge?"

**Randall:** That's a good question. There are no costs whatsoever in creating or using Causes. There is a 4.75% profit on donations that are received through Causes. And that is it.

You can have an unlimited number of Causes. In fact, I'll use an example. Humane Society of the United States has over 500 Causes right now in the tens of thousands of dollars of crossover Causes. No charges whatsoever have they incurred to anyone on Facebook starting a Cause to benefit that organization.

So, Humane Society as an organization hasn't done that much for any of those Causes at all. They started a few Causes literally two or three. It's been other users of Facebook who have started the Causes and organically grown Humane Society's network of Causes all free of charge.

**Katya:** OK, and that segues into some other questions. Cindy says, "We have a following currently on Facebook. One, a Cause. Two, a group page. We also applied for an official presence on Causes, but haven't gotten approval yet. How does this dashboard fit into the system? Does this negate using our current group page now? Or should we have both?"

**Randall:** That's another good question. And it gets into a level of confusion that might be a little bit higher for some of the folks in the hall here, but I'll try to equate it carefully. Facebook is itself a pretty young company.

The idea of these applications, which you just described as being groups, pages, Causes, but then all of these different features that you can use as tool for activating your network. All of these are pretty recent. And Facebook is still working on merging those features to best accommodate your needs for organizing.

That said, group pages and Causes remain relatively separate. They're heavy in the direction of functionality that will allow you to connect all of those different entities, but right now we're in the stage where if certainly is worthwhile, to choose one to use but you should probably focus on one of those entities to really sort of push your campaign on and through Facebook.

A lot of them, each of those functions that you mentioned: pages, groups, and Causes,

have some of the same functionality. You can email every member of those entities. You can send out messages. You can host media, like video and photos. In essence you can do the sorts of basic and really dynamic interactive kind of activities through each of those entities, again, through each one.

Which is why I was starting to get choosing one to focus on.

**Katya:** And Sara wanted to know, "If we accidentally set up our organization as a Cause, how do we change it to be our nonprofit profile and subsequently create individual Causes for our organization?"

**Randall:** That's a really good question because we've been getting that confusion so much. One, submit your nonprofit partner application first. You can do that today with the link I sent out, [www.causes.com/partners/new](http://www.causes.com/partners/new). Fill it out with your basic profile information - and it's perfectly OK to repeat exactly what is in your Cause - and eventually you'll be approved for that.

Luckily with your cause, you can change and update all of the information that's there. So what you can do is explain to the members of your cause that you just now created your official profile, and you can then tweak or change some of the information that is currently in your Cause. What I mean by that, change your position to focus maybe on one or two campaigns, post an announcement on your Cause that announces the change in your Cause information, post video and media that also reflect the change. Basically just convey this information to your Cause in a way that takes advantage of the new system. But a very good question.

**Katya:** Jane says, "My organization has a variety of pages on Facebook—a Cause page, a fan page, several group pages and a person page. In addition, we have an MS page, a website and several blogs. What's your advice for getting all these pages in sync within Facebook? What should be the parent page? The Cause page? The fan page? We're good about linking between the pages, but what is the best model for coordinating?"

**Randall:** OK, good question. I'm going to first comment on vocabulary because you used a lot of vocabulary in that question of yours that makes things confusing to people who are coming to Facebook for the first time and looking for names of things to do.

You said pages. Facebook has an application called pages. There's an application called Causes, and there's an application called groups. So I know the level of confusion that perhaps you don't want to hear, but when you say "a Causes page" or "a Group page" or your personal profile page, you need to delineate that with this Facebook pages.

Let me start there, with Facebook pages. Pages are very, very recent, the past few months. It's for businesses, nonprofits and other organizations who want to attract "fans." That's the word that Facebook uses, fans. The benefit of a page is that you can put different applications, and manipulate different applications, on the one page. You can't do things that allow for a deeper level of interaction with members of a page.

It's why I don't like to spend too much time talking about pages, because I think for the

purposes of really getting into campaigning, I think you would be better served by focusing on Causes and your official nonprofit profile or groups. Both of these entities offer functionality that you could really collect a large number of entities and bring them all together in one place to conduct your campaigning.

Let me give an example that might fit what it is you're doing. If you have an official nonprofit profile set up that was officially for your national organization - or your organization, again, registered nonprofit - then you could, from that official presence on Facebook, you could start Causes for your different chapters, your different programs or projects -- essentially every other entity that you consider hierarchically below your larger entity.

Each of those Causes, perhaps, could be started by, let's say for instance, people who work for your chapter organizations throughout the nation. They could each start a Cause. They could invite to that Cause people from all of your organizations, but they could be maybe specifically for the city of Los Angeles, or the city of San Francisco -- chapters in each of these different geographical locations. You could manage all of these Causes via your official profile page. People could see that. You could select these official causes or featured causes to put on that one single official profile page.

**Katya:** I want to let you move on to the third section. We have about ten questions about donations. I've grouped them into four quick questions, if you don't mind if we hit those. Then we're going to let you move on.

First of all, people want to know can you allow people to donate to your cause, and how is that donation processed? I'm happy to remark here Network for Good, actually, partners with Facebook to process your donations. It's the quick answer. So yes, Veronica, you can have a donation process.

Then Elizabeth was saying, "What if you don't have the capability to accept online donations?" If you're a 501(c)(3) and you're in GuideStar - and you can go to [guidestar.org](http://guidestar.org) to make sure you're registered there - you can get donations processed, and they're processed through Network for Good.

Craig wants to know, "How long until you get the money, roughly?"

**Randall:** Roughly checks are sent out, and correct me if I'm wrong, Jono - we're sitting here with NfG as well. They're set out on the 15th of every month.

**Jono:** Yep.

**Randall:** Like I was saying earlier, there is a 4.75% processing fee on those... What was the other question before I leap into that?

**Katya:** That's OK. 4.75% processing fee. And Randall, you were noticing that with our "free" service, where you don't need a subscription, the fee on that is also 4.75%. You were asking if that's a coincidence of the same fee. That's the same fee. You don't get hit with that fee twice. Network for Good does the back end. The fee is 4.75%.

Last question on donations, Sylvia wanted to know, “What is your business model, if you could share it? Is it based on a fee structure or is it something else?”

**Randall:** That's a very good question as well. I can step back and talk about our business as well. We are very close with Facebook. We are separate companies from Facebook. We're venture funded by the same venture capital firm, the Founders Fund. Like Katya was explaining earlier, one of our founders was Mark Zuckerberg. The other founder, Sean Parker, was the founding president of Facebook. So both of our companies are very close.

Getting more directly to your question, first and foremost our mission is social in nature. We really want to, we think, branch out into new territory and engaging young people who are plugged in online right now. Give them opportunities to fund raise that are easy, clear and tapped into these new exciting social networks.

As a venture capital funded company, our need for profit, initially, is not there. If we do, in the future, decide to go in the direction of monetizing, which will likely happen, it will be in the area of advertising and different relationships with corporations and on the corporate side.

We will never charge nonprofits for any of the features that we add. Including, and this is an important thing to remark upon, access to donor information. We do, for reasons of privacy, give users who donate the option to opt-in to give their donor information. That's just to protect, like I mentioned earlier, their own personal private information, and whether or not they chose to give that to you. If they do, though, it's entirely free and you get it all online via text file.

**Katya:** OK. We're going to let you move on. Lots of questions.

**Randall:** Lots of questions is good and I know that it is a bit confusing. It's a bit confusing to explain over the phone. Especially if you haven't seen to see Facebook or Colleges, but I assure you that this is not rocket science. This is incredibly easy. Once you just sort of hop into it and follow the steps that are listed in the notes, you will find that it's just a great supplemental tool for what you are already doing. Naturally fits in with what you are already doing on the ground.

Moving on to where I left off. Starting your Cause and I'd just walk through the two steps of doing that and explained that that was different from your official nonprofit profile. So you have a Cause that focuses on a specific issue. You can see it on your personal profile on Facebook and you can also view a full view of the Cause itself.

That's what I want to talk about right now. So if you were to click on that Cause. You can see a large what I'm going to call the Cause page. Remember what I said earlier about the confusion with pages, though. This isn't a page with a capital P, it's just what you might call a page is the Cause page that most people will view when they join your Cause.

It looks like, if you have seen Facebook before, and I have a photo of that on the right

hand side and essentially it lists your position which you had just created. And also extended information about your Cause, so a description maybe describing what it is you stand for, what your goals are, what is the larger picture for your Cause.

At the top of the screen, importantly, it adds the name of your Cause, first and foremost, and then to the right of that, it has an important box that says, "Donations to the Cause Listed." That's the name of your 501(c)(3).

It says this is a 501(c)(3) nonprofit. Also, importantly, it has a logo of your organization right next to your official name and a link also to your official name, which would take you back to your official nonprofit profile.

So, that's sort of the heading thing of your Cause. Below that then; moving to the Cause body itself, you'll see two large metric buttons. One says invite, and above that the numbers of members that you have and then next to that, donate, the number of donations that you have received.

This is what we think makes Causes so immediate and simple for people to understand and use. We're basing the "success" of a Cause, you might say, on how many members you have and how much money has been donated to the Cause.

This is not to say that this is going to be the be all and end all of what we would call successful, but it's an element that we wanted to include because we think it incentivizes people to recruit and campaign amongst their friends more so that see it and say, "Look my Cause has this many members and it has recruited this many people."

Of course, you yourself, as someone who has started the Cause, you already know that. You are already driven, of course, to increase your membership and increase your number of donations but when other people can see it as well. It's an immediate goal; we think that incentivizes further activity.

On the right hand side of this Cause page, below the photo of your Cause, you are going to see a list of links that I'm going to get into in a little bit, but are all for the working with some of the functionality that your Cause has. I'll start with the "invite" link.

So, if you were to invite someone to your Cause, you'd be taken to a page that says, "Invite Friends." It will show automatically all of your friends who are already on Facebook, all of them. And you can click on a box, you can click next to those thread names, and then send invitations to them to join your Cause.

Now, to limit spamming and people doing maybe nefarious or not so great inviting, Facebook has limited the amount of invites that you can send per day to only 12 people per day. That's not our rule; it's Facebook's rule and will not be shut off before we will not get around.

That means that you need to be diligent about inviting people on a daily basis. Or having your friends invite people as well. An upside to that is that once you have even 10 people

in your Cause, 10 or 20 people, then they can all invite as well and so the work is taken out of your hands. Again, it spreads organically through different people's networks who are on Facebook.

So you have invited friends. Since we already talked about donations, let's move down to the next field on the Causes, your Cause page, which is the media board. This is the section that you want to keep updated with fresh content, and also it's a pretty exciting section just by and large. You can do three pretty neat things.

You can add a link. Usually people when they think about adding a link, it is to a news article that already exists online. So let's say that you were recently featured in your local newspaper, and your local newspaper has an online edition. All you would need to do is click on the "add link" button, which is off on your media board, and type in or copy and paste the link to that article. Click "add link." Automatically the name of that article as well as a photo would appear in your media board, as well as a brief description of what that article is about. So, a very simple way for uploading an article.

You can also add a photo to the media board, which is pretty straight forward. And you can also add video. So, primarily when people are thinking of video they think of YouTube and similar sites. And that is what Causes has been optimized for. You could add a YouTube video and of course include a description beneath that video, saying what it is and what it is about. And, again, all of this can be included in your media board.

The purpose of the media board is just, like I said earlier, to keep your Cause active and your Cause is fresh. People want different ways to understand what it is you are doing. So, it's helpful we think to maybe not pour everything about what it is you are doing in the text section, when you are describing your Cause and you're describing your organization or the positions in your Cause, rather.

But convey information through other visuals. Through compelling photography, compelling video and compelling media articles as well. So, moving on then to another feature of your Cause, which is the discussion board and the wall space. And I'm going to talk about those first before I talk about the Hall of Fame, which is another interesting feature.

The discussion board and the wall space are kind of like the same thing. They are essentially places where people can put immediate information that they want to transmit to other members of the Cause. The difference between the two is that the discussion board is literally for topics of discussions. Let's say you want to talk about your opinions on the political campaign.

What it is that Obama or Clinton or McCain thinks about X, Y or Z issue, related to your Cause, of course. Then you could start a discussion board topic on that one issue. And if people would click on a link for that discussion board topic, it would take them to a separate back and forth page.

I don't know if you've seen maybe instant messaging where you can instantly type

something and the message is instantly delivered to someone? That's kind of like that, where you could upload or immediate text and to have back and forth conversations with people who are already members of the Cause.

And again, there's the wall space. The difference between a wall space and a discussion board is the wall space is entirely immediate. It's just you upload or you type in a text message and immediately post it to the wall and it just sits right there directly on your Cause.

So, we just described three elements that people see when they first come in to your Cause, the media board, the discussion board and the wall. There is one other very important feature that they see that is in line with what I was discussing a bit earlier on and it's just incentivizing people to fundraise and donate and recruit members.

Fundraising is different from donating. Fundraising is sort of your job is getting other people that you have recruited to the cause to donate. This is a Hall of Fame and it has three different categories and a leader board in each of those categories. One is "Recruiters" which shows the top recruiters of your Cause. That is the people who have invited the most people to your Cause's official link. And then "Donors," so the people who donated the most to your Cause. Then "Fundraisers," which I was just describing, people who have invited the most people who have donated. And it's the top five people of each of those categories.

This is a way to give recognition across your Cause to people who have been your Cause leaders, who have really displayed that they've put in extra effort in spreading your Cause and maybe attracting supporters.

So, you've got all these elements but now you want to take it a little bit further. You've created your Cause and you wanted to maybe manipulate some of these information to do different sorts of activity.

As the creator of your Cause, you can enter in to what's called the "Cause Administrator" section of your Cause page. This is another link that is beneath your photo of your Cause on your Cause page and through it, you can do different sorts of manipulations of different sorts of information about your Cause. There are five different categories that you could access. One is basic information, which is you can change everything about your Cause, everything. All the basic information, the name of your Cause, whatever it might be.

One is administrators. So, this is another very important element for growing your Cause. Let's say that you have different people who work for your organization, maybe five people because you're a relatively small organization and you want to have multiple people in access, changing the content that is in your Cause. You can name different administrators to access, people who can manipulate that information. They will be displayed as administrators of your Cause and they can, like I was saying beforehand, manipulate this information along with yourself.

You can change your photo and you could also change the beneficiary of the Cause, the nonprofits that your Cause... I'm going to stop here for a second to take new questions because we have a lot and I see that I've been going a bit too fast, so some questions please, Katya.

**Katya:** We have a lot of questions around the return on investment time and resources on precipitating base, so can I say I guess they're two separate questions like I'll ask just one question where it's saying, how do I measure what return I can possibly get on this stuff, whether it should be a priority. And the second set of questions where people are asking do you have examples of people that have done this successfully that could be pointed to as making a case for diving in and spending time as a nonprofit on Facebook?"

**Randall:** Excellent. I'm going to start with the second question, I think it should illustrate why it is number 1; really worth your time and how also not that much time if you're just going to put in a small amount of effort up front.

So, Love Without Boundaries is a small nonprofit based in Oklahoma who recently won our Causes Giving Challenge. The Giving Challenge was a contest in which we gave a reward of \$250,000 to any nonprofit or Cause benefiting a nonprofit on Facebook.

It ran over a 50-day period. Each day \$1,000 was award to the nonprofit that attracted the most donors in one day, and at the end a \$50,000 award, two \$25,000 awards and a \$10,000 award were awarded to those Causes who attracted the most donors overall. You would think, maybe, that only large nonprofits like the Red Cross or the Humane Society would be the ones who would really benefit from this challenge and would win.

What we saw was the absolute opposite. It was the small nonprofits who diligently had their close supporters and invited their friends to their Cause who won. And Love Without Boundaries was one of those Causes. Love Without Boundaries raises money for medical operations and organ services for children in China. Again, they have a very small overhead, about 3%, and they are a very small organization in terms of staff.

What their executive director did; and she had no familiarity with Facebook whatsoever, she had joined Facebook for the first time for the sole purpose of using Causes; was set up a Cause where she just told her personal story. She told why she was passionate about her Cause, uploaded a photo of literally the children she was trying to save, and then invited people who were already in her network and not even on Facebook. They weren't even yet members of Facebook but she just emailed them.

It was work upfront in terms of organizing how she wanted to present her organization on Facebook. That's where the, maybe you would call "hours." It's maybe a couple hours at best, where you just present your story, and then you identify people which you initially want to invite. Then the viral nature of Causes, how people can invite their friends who invite their friends who invite their friends, takes care of itself in terms of growth. So it's not you, necessarily, sitting there every single day watching over your Cause and actively managing it. It's not that.

What it is is identifying those leaders in your organization who can invite their friends on

the front end. So when you first invite, say, 10 people who you know well to join your organization, ask them "Hey, I'm trying to grow my Cause. Can you invite 10 of your friends and ask them to do the same?" That one message of asking 10 of your supporters to invite 10 of their friends and ask them to do the same is extremely powerful because it benefits from exponential growth, and that is what Facebook was really built for. You have distributed social networks. If you have a friend in L.A. or San Francisco and you're actually living in New York, you'd be surprised at how quickly a Cause can evolve.

**Katya:** Great. There are a couple questions about things to protect against and things people are worried about. Kendra asks "How can you protect against the liabilities of fraud? For instance, people starting Causes that aren't really affiliated with your organization? How do you handle that, or how do you ensure that you don't run into problems there?"

**Randall:** Another great question. Directly to answer your question, you can disassociate any Cause that you do not want benefiting your organization. You can do this through your official nonprofit profile page, which I described earlier, and literally you will see a list of every Cause benefiting you and a link next to those Causes that says, "Do you want to disassociate this Cause?" and you can choose to do that.

Let me address your concern from a larger standpoint. Organizations need to realize in this day and age, with the state of technology and how people are using this technology, the benefits of having a many to one relationship, where anyone is allowed to start a cause for your organization. That vastly outweighs these outliers and exceptions of people that may be doing things that you consider inappropriate. More to the point is the case where people may not entirely understand your organization, and may not get the text right word for word.

They aren't you. They don't work for your organization. But it's far more beneficial to reach out to that person. Send them a message on Facebook and apply them as an active supporter. Make them a part of your network and increase your network. This really is the vision of Cause. I'm going to use two examples, what I think are some of the biggest success stories that organize what you're talking about UNICEF—very large organization obviously.

Chapter organizations all throughout the world, they did not want to get involved with Facebook for this very reason. People were using their name and doing it in such a way that they could not control. It wasn't that they were doing it wrong, or anything to regret, it was just that UNICEF couldn't control it, so they didn't. It wasn't until a 14 year old in Washington, I believe, started a Cause. She was in high school, her parents had been involved in UNICEF, and she just grew the Cause amongst her network of friends.

Over about a three month period it had grown to over 80,000 members and had raised something like \$10,000. It wasn't until UNICEF received a check from this Cause that they turn their heads and say "Wait a minute, look. This is a person who is not at all affiliated with our organization, we don't know her. But it's worthwhile to reach out to her to really get her as a supporter and our network as a supporter of our organization."

The largest Cause on Facebook is the exact same story. A graduate student in Boston started the Cause "Support Breast Cancer Research." It benefits a hospital, Brigham Women's Hospital. That Cause now has over three million people. Literally Brigham Women's Hospital had no idea that this Cause was started, and was also very hesitant to establish a relationship at first. It wasn't until they saw, again, the power of this sheer organic growth.

The person who started the Cause "Support Breast Cancer Research" did very little up-front to grow his Cause. It was just making an initial contact with people who he felt would really push his message; and then, over time, it grew organically.

**Katya:** OK, I'm going to try to go five more minutes. So those of you who can stay on the lines, there are so many questions. If you don't get your question answered today we will be having, with a little bit of help from Randall, getting back with some answers. A couple people were interested in the kind of fundraising that's been done. Andrew was asking, "Is there a growth in people doing things like having a birthday party or other events and then associating that as a Cause and then associating them with donations to nonprofit? Other creative things like that, that aren't just talking about specific Cause and fundraising for it?"

**Randall:** Yes. That's another very good question. I think we saw a lot of this interesting and innovative activity come out during the Giving Challenge, which I've described a little bit earlier. One of those Causes would be the Cordoma Foundation. Students at Duke University were the primary organizers behind that Cause. Towards the end they literally would walk into a classroom in their school and give a small talk about what it is that they were doing, and offer an award of a pizza party to not just donate to their Cause, but learn about why their message was important and why raising funds, raising money for the DAG so they can find a cure for Cordoma was so essential.

We've also seen videos that have been very interesting, associated with their Cause, that have been incentivizing in nature. So the League of Education Voters; which is a somewhat small nonprofit, actually starting to get pretty big but certainly more on the grassroots side; hosted videos that were just taken literally inside their own office of them being excited about their own Cause, once they had reached a certain goal for that Cause. I think it was interesting because it almost became a cult sort of video.

The executive director of that Cause was just clearly so enthusiastic and so excited about raising money in his video, that in and of itself it was a very interesting video. I use this example because videos sound so simple. You can keep in mind that there are so many things you can do in it to make the content compelling for your own audience, and to create this sense of enthusiasm and different ways that people can really get excited about the message; that don't have to do with the money aspect or the membership aspect. So they got out of their offices and went out and tried an experiment.

**Katya:** OK, Ayuni says, "It's a very exciting discussion; some questions came to mind. One; how much can one Cause raise, typically? Two; how many nonprofits have Causes set up now? You mentioned the number of folks that have Causes, but how many nonprofits are doing this on the organization?"

**Randall:** Excellent. There are about 80,000 Causes, and there are about 18,000 nonprofits that those Causes benefit. That's also growing on a daily basis. The fundraising message varies widely in terms of Cause's ratios; as small as 10,000 people or less who have raised over \$150,000. Actually, you've got examples probably at the upper end in terms of fundraising. Also, you can start a Cause and not even select a beneficiary of that Cause to fundraise.

So your Cause can simply be a tool for getting out your message. Taking advantage of uploading media, using the discussion boards, using the Wall, using the ability to email all of your members just to distribute information. I think Cause is most powerful as this distributive tool, beyond the fundraising and beyond the recruiting. Those are two elements that certainly help drive membership if that is in line with their campaign, but as a supplemental tool for just distributing information I think Causes is really great.

**Katya:** Well so do we. Thank you for joining us today, Randall. There are still a few questions out there we couldn't get to, but we'll get them answered. We won't let Randall leave our offices without sharing information with us and answering you. So don't worry. If we didn't get to your question, we apologize; we had an incredible number of questions. Randall, we really appreciate your time so much. I want to remind people to save the date for our next Nonprofit 911 Call.

On Tuesday, April 15th we're kicking off a three-part series on donor database management. We're going to be covering selecting, using and getting the most out of donor databases. Just watch your email or check out [www.fundraising123.org](http://www.fundraising123.org) for registration details. I think those are great because particularly with the economic downturn, we're all worried about fundraising, it's really important to maintain strong relationships with our donors, and it's hard to do that without a donor database. If those are concerns you have in your nonprofit I encourage you to join us in that call. Thank you again for joining us.

**Randall:** Thank you all.

**Katya:** Everyone have fun on Facebook. Bye.